



COLOUR  
RESEARCH  
SOCIETY OF  
CANADA

SOCIÉTÉ  
CANADIENNE  
DE RECHERCHE  
SUR LA COULEUR

## Privacy Policy

# CRSC Privacy Policy

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At the Colour Research Society of Canada (the CRSC), we are committed to protecting the personal information of our members and others who engage with CRSC. We support a general policy of openness and transparency about how we collect, use, disclose, store, and protect the personal information of our members.

The purpose of this Privacy Policy (Policy) is to inform you of the CRSC's practices related to our collection, use, disclosure, storage, and protection of your personal information. By obtaining a membership, applying for a lecture/course/webinar, registering for an event, contacting us, submitting your information to the CRSC's Membership Register, or any other service provided by the CRSC, your consent to our collection, use, disclosure, storage, and protection of your personal information as set out below. This Policy also describes how you can contact the CRSC if you have questions about our practices, or how the CRSC access or collect your personal information.

The CRSC operates from and within Canada and complies with applicable Canadian privacy laws when handling the personal information of all CRSC members who live in Canada. Members and other individuals interacting with us who are located outside Canada should contact us using the information below with any questions about exercising any additional privacy rights provided in their local laws (such as EU GDPR).

## **1 DEFINITION OF PERSONAL INFORMATION**

"Personal information" means any information about an identifiable individual and may include, but not limited to, age, gender, contact information, employment history, and payment details. It does not include business information or anonymized data.

## **2 WHEN DO WE COLLECT PERSONAL INFORMATION**

We collect information when you:

- Contact us with a question or comment.
- Sign up for CRSC membership.
- Apply or register for a CRSC lecture, course, or webinar.
- Register for a national or local CRSC event.
- Set up a CRSC Member's profile.
- Request any information from our organization.
- Participate in a one-on-one discussion with one of our office bearers (conversations are not recorded).
- Submit nominations for the CRSC Awards and Fellowships.
- Apply for a role at the CRSC, including being a volunteer.

## **3 EMAIL COMMUNICATION/CONTACT US:**

When you contact us via email, we collect your email address for future communications. You can unsubscribe at any time by clicking the "unsubscribe" link included at the bottom of each email, which will result in unsubscribing to all emails from the CRSC.

When you contact us with a comment or question, you may be asked for information such as your name and email address, along with additional information needed to assist in promptly answering your question or responding to your comment.

The personal information we collect will be on case-by-case basis and varied depending on our interactions (for example, speaker – biographical information, volunteer – contact but may include:

- Contact information (such as name, preferred name, (titles), business/employment/professional affiliation(s), postal and email address, phone number, or emergency contact information (when applicable).
- Biographical information (such as public directory profile, photograph, and, if volunteered, gender, race, ethnicity, sexual orientation, and other demographics).
- Payment information (such as credit card number and expiration date for the duration of the completion of the transaction).
- Social insurance numbers or other tax identifier information (collected only when required by the CRA for tax receipt purposes).
- Education and work experience information (such as employment history and resume information, current company affiliation(s), and board appointment(s)).

## **4 HOW DO WE USE YOUR PERSONAL INFORMATION**

We use your personal information to:

- Provide and administer beneficial membership service.
- Research, develop, manage, protect, and improve our membership services.
- Develop and maintain our relationship and communicate with you.
- Advise you about colour-related products, education opportunities, and services that may be of interest to you.
- Advise you about colour-related education opportunities.
- Invoice and collect payment for our membership services and products.
- Assess eligibility for course(s), award(s), and/or scholarships.
- Analyze, develop, and deliver marketing and business development initiatives.
- Collect and manage referrals and testimonials.
- Create and display education and graduation advertisements.
- Analyze, improve, and promote equity, diversity, and inclusion initiatives.

## **5 WHEN DO WE SHARE YOUR PERSONAL INFORMATION**

At the CRSC, we are accountable for your personal information. We will not sell, license, or trade your personal information to others without your consent.

The CRSC uses service providers to assist us in providing products and services to you. These service providers are contractually required to keep your personal information secure and to use it only for the services the CRSC has engaged them to perform. Some of these service providers may be located outside Canada. If your information is stored or processed outside Canada, it may be subject to law enforcement access in accordance with local laws.

We may be permitted or required by law to disclose personal information without your consent, such as to comply with court rules or orders, regulatory or law enforcement demands, to conduct investigations or recover debts, or in the event of an emergency.

## **6 YOUR CHOICES**

By providing your personal information, you consent to the collection, use and disclosure of that information as described in this Policy. In certain circumstances, your consent may be sought after the information has been collected or volunteered, but before we use it (for example, when we want to use the collected information for in a purpose previously not identified).

You may withdraw your consent at any time, subject to legal or contractual restrictions and reasonable notice. Should you wish to do so, please contact us in writing at the address below. We will inform you of any implications of withdrawing your consent, such as, where the information is required to continue your membership or otherwise interact with us.

## **7 PRIVACY AND CRSC EVENTS**

Please be advised that during in-person and online events, photographs and screenshots may be taken, and the events may be recorded. Photographs, including biographies, may be published in various media, including print and online, without further notice.

The CRSC, our partners and event attendees may also post discussions, pictures, and biographies on various social media channels. We also regularly host events that operate under a modified Chatham House Rule – that is, that contributions may be published but are not to be attributed to any individual speaker. Invitations to such events will explicitly state that the event is operating under such restrictions, however the CRSC is not responsible for personal information posted by event participants.

## **8 GOOGLE TAG MANAGER**

The CRSC uses Google Tag Manager (GTM) to help gather and analyze information about areas visited on the website (such as pages most read, time spent, search terms, and other engagement data) to evaluate and improve the user experience and the website. GTM gives you the ability to add and update your own tags for conversion tracking, site analytics, remarketing, and more.

By default, GTM does not use cookies as it acts as an intermediary between your website and marketing/analytics tools you have installed. Google Tag Manager does not store any personal data about visitors.

## **9 LINKS TO THIRD PARTY WEBSITES**

There are several places throughout CRSC's website that may link to third party websites that do not operate under CRSC's policies. The CRSC is not responsible for the privacy practices of such linked websites.

## **10 HOW WE PROTECT YOUR PERSONAL INFORMATION**

The CRSC maintains various physical, technical, and administrative safeguards to protect your personal information against loss and unauthorized access. The CRSC also provides increased

security for specific information (i.e., payment information and social insurance numbers) through encryption. However, there is risk to all electronic systems, and you should not send us sensitive personal information by email or other unsecured channels. Please contact us immediately at [memberships@colorresearch.org](mailto:memberships@colorresearch.org) if you believe your account credentials or other information have been compromised.

## 11 RETENTION OF YOUR PERSONAL INFORMATION

The CRSC will retain your personal information for as long as necessary to fulfill the purposes for which it was collected and to comply with applicable laws and regulations. The CRSC does not retain your payment information. Your consent to such purposes will remain valid after termination of CRSC's relationship with you unless you contact us to modify your choices.

## 12 CHANGES TO THIS PRIVACY POLICY

This Privacy Policy may be updated from time to time, with the approval of the Board of Administration of the CRSC. The Privacy Policy posted on the CRSC website is the current version and we encourage you to review it periodically.

## 13 ACCESSING OR UPDATING YOUR INFORMATION AND OTHER INQUIRIES

You can help the CRSC maintain the accuracy of your personal information by logging into the member section of our website and updating your profile.

If you have questions about the CRSC's privacy practices, please contact us at [memberships@colorresearch.org](mailto:memberships@colorresearch.org). Your inquiries are important and will be managed in a timely manner.

**Approved by the CRSC Board of Administration on 28 Nov 2023**

## VERSION CONTROL

VERSION	DATE	EDITED BY	REVISIONS	COMMENTS
0.1	31 Jan 2023	V Venkataramanan	Initial Version	
0.2	11 Oct 2023	V Venkataramanan	Language Changes	
0.9	13 Nov 2023	V Venkataramanan	Language changes, pre-final version	Circulated for board members' comments
0.99	27 Nov 2023	V Venkataramanan	Board members comments incorporated	
1.0	28 Nov 2023	V Venkataramanan	Initial Public Release	

*---End of the Document---*